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HOW IT'S EXPANDING YOUR PROFESSIONAL HORIZON

the newsletter of the american massage therapy association

handson®
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JAN • FEB 08

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PRESIDENT'S LETTER

Dear Fellow AMTA Ambassadors,
In order for us to fulfill our dreams, we must make decisions that support our journey in achieving our life vision. We must also have activities that are aligned with our goals, together with strategies to make them happen. A vision of how you wish to live your life will remain only a dream without these building blocks.

The ROAD to success which I have spoken of before–Responsibility, Ownership, Accountability and Dedication–is paved with detours, so we must always check our course. We are the author of our own book, the director of our own play, the conductor of our own orchestra representing our life's worth.

My life's vision has been and is to support the acceptance and integration of once-alternative therapies, now considered complementary or integrative, through education, research, legislation and leadership.

I have been blessed to be completely supported by the AMTA National Board of Directors, national committee chairs, chapter volunteers and AMTA staff while traveling the journey of my dream. It is the higher level of ethics, etiquette, professionalism and collaboration that have made volunteering for AMTA a glorious joy.

Some of you may know my passion for Deluxe Scrabble where I coined CLIK-IT (collaboration, leadership, integrity, knowledge, imagination and teamwork) as our work values. Many of you may also know the acronym for goal setting: SMART (specific, measureable, achievable, realistic and time bound). Now I present you with SMARTER, adding Encouraging and Rewarding. Our goals must encourage us each and every day to live our life's vision, and we must feel rewarded from everything we do. Only then can we say we are driven by our passion and orchestrating the life of our dreams.

As an AMTA member I am proud of the accomplishments and strides we have made to work smarter. I know this leads us to a brighter future, in which you have the choice, the option and the decision-making power to volunteer with AMTA and be an active participant in your journey.

It is from the roots of committee and chapter volunteers that we grow our leaders, and our leaders guide our path to greatness. So I hope I have inspired you to look at your life's vision and focus on your path. While you continue your journey as an ambassador for yourself and your profession, I hope you support the organization that exists to support you–AMTA.

Proud to be an AMTA member,

Leena S. Guptha, DO

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

The Travelers' Companion

AMTA's Find a Massage Therapist® national locator service is bringing success to many members. Members Dave Hunter (UT) and Marcy Matney (OK) know first hand the far reaches of the locator service and its impact on their practices.

Hunter, based in Salt Lake City, began to receive calls from prospective clients who found him on the locator service and were coming to town on business. They knew about the locator service and how they could find a professional massage therapist even when away from home. Soon these visiting clients began referring their friends and colleagues who were also traveling to Utah. Hunter quickly became part of a wonderful network of people who contacted him each time they were in town. Through word of mouth, this network grew to 35 people.

"It's like a snowball effect," says Hunter. "You have 15 hits and then the client who found you on the locator service refers their associates to you, too. It's been a great journey and because of the locator service and my work with those that I've served, they've rewarded me with a great many clients over the last year and a half."

Matney, from Bartlesville, Oklahoma, also has experienced the effects of AMTA's locator service on her practice. She has gained 35 clients since she first listed herself and has had people contact her from as far away as Sicily, Italy. Matney's practice has grown significantly in the past 12 years, and she's currently opening another practice on beautiful Skiatook Lake. She understands the impact that good marketing can have on a business and always makes a point to promote her listing in the locator service.

"I frequently speak to public groups about the benefits of massage and always mention the AMTA website to the audience," says Matney. "I also want other therapists to realize that this can be a very profitable and rewarding career. It just takes proper marketing, and in my opinion the AMTA locator service is one of the best tools available."

If you're a Professional Active member and want to be listed in *AMTA's Find a Massage Therapist*® national locator service, just call Member Services toll-free at 877-905-2700, or visit the Members Section of the AMTA website at www.amtamassage.org/member and select "Locator enrollment" from the menu on the left.

Marcy Matney (OK) and Dave Hunter (UT) appreciate the large number of clients who have found them through AMTA's locator service.

2008 Official Election Results

Judy Stahl Boyer (AZ) has been elected to the position of AMTA's president-elect on the national Board of Directors. She'll serve in that position from March 1, 2008 to March 1, 2009, when she'll assume the office of national president.

William J. Greenberg (CT) and Cynthia Ribiero (CA) were elected as vice presidents, and Kathie Lea (LA), Jeff Smoot (OK) and Ron McKnight (CT) were elected as members-at-large. All will serve two-year terms beginning March 1, 2008.

Robert Andersen (WA), Dan R. Barrow (NM), Michael Blackmore (OR), Maureen P. Hoock (MO), Scott Raymond (CT) and Michael Reynolds (IN) were elected to the 2008 Commission on Candidacy and will support the candidate recruitment and education process.

Boyer's election as president-elect creates a vacancy in her former position as member-at-large. The board will hold a special election to fill the remainder of her term. Results will be announced on the AMTA website in late January.

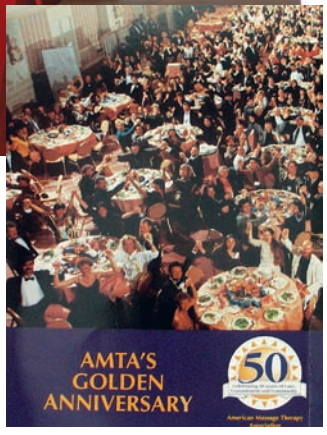
Position Statement Proposal Deadline February 1

The deadline for submitting an AMTA position statement proposal to your delegate to be considered in 2008 is February 1, 2008.

Guidelines for submission are available in the Members Section of the AMTA website at **www.amtamassage.org/member/ positionintro.html.**

OUR PLEDGE:

I hereby pledge to do all I can in the alleviation of pain and discomfort of the patients I am called upon to serve.
I will endeavor at all times to uphold the true meaning of my profession.
I pledge to conform my office or business with the teachings I have received from my college.
I will at all times conduct myself and my business so that I may earn the respect and confidence of all whom I may contact. If I fail to do so, I agree that my membership shall be cancelled, and certificate returned to the Association.
I will endeavor to have others in my profession and in my vicinity who are graduates of an accredited college live up to the principles I have heretofore set for myself and to join with our association.
To all the above principles I hereby pledge my sacred word of honor.



AMTA President Leena S. Guptha addresses members at National Convention in September 2007. • (far right) A photograph from the celebration of AMTA's golden anniversary in 1993.

A History of Connection

By Leena S. Guptha, DO

During my journey in serving AMTA I have had the opportunity to appreciate how truly unique and inspiring we are. Some topics that are close to my heart are the history of AMTA, how ambassadorship is a central part of AMTA's history and future, and how by working together we can keep AMTA and massage therapy moving into the future.

As we look at AMTA's history, we find that our association has always been about creating connections. You can see this in the circle of our early logo of the American Association of Masseurs and Masseuses.

Some of you may know that from our beginning in 1943 and until 1989, AMTA members signed a document called The Pledge. The Pledge eventually led to development of our code of ethics. It was the cornerstone of the association in 1943 and it helped members remember to connect with our association, our profession and our clients.

The Pledge includes the words, "I will endeavor at all times to uphold the true meaning of my profession," and "I will at all times conduct myself and my business so that I may earn the respect and confidence of all whom I may contact." I see these words as proof that AMTA members have always been called upon to be ambassadors for our association and for our profession.

Our first motto in 1951 stated: "We'll get much farther together." Our association has always been connected with coming together to serve our members and our profession and recognizing that it is this working together that makes us successful.

AMTA is unique in how it approaches our profession and how it involves our members. The contributions of members as volunteers in every capacity are essential in providing direction for all of us. And, what you as members tell the board about your experience of your membership helps determine the services we offer to all members. It also helps the board decide the association's future path.

We all love massage therapy for what it accomplishes for our clients and for how it makes us feel when we provide it. We all have a passion for our profession and we serve much of that passion through our involvement in AMTA.

In the end, it is about working together and feeling good about what we do. When you feel good about what you are doing and you feel connected to a purpose, it's easy to become an ambassador for it.

As massage therapists, we must always maintain the heart in everything we do. Our hearts are in being AMTA members. And, as AMTA members, we are lifelong ambassadors. As ambassadors, I believe we should be excited about how being AMTA members connects us with a rich past and achievements that have led us to the approaches we use today.

Thank you, AMTA ambassadors for your passion and your constant support. None of what our association has achieved would have been possible without our committed, long-term members, and our volunteers who help guide us all, in chapters and nationally.

Dorinda Moreau (IN) accepts the 35-year membership pin from AMTA President Leena S. Guptha (PA) on behalf of her mother, Carolyn Reffe (IN). Long-term members like Reffe are just some of those who are recognized at convention each year for their outstanding work for the association and their fellow members.

Convention 2007

More than 1,300 AMTA members came to join in the 2007 National Convention in Cincinnati with the theme of "Creating Connections: With Your Career, Your Community, Your Profession."

Continuing education (CE) and professional competency were in the forefront again this year, with more than 30 CE sessions to help members expand their skills and knowledge. Current research in massage therapy was highlighted both in education sessions and at the Massage Therapy Foundation's annual poster session.

After their CE sessions, attendees were able to network with colleagues, build and renew friendships and explore the offerings of industry exhibitors in the AMTA Exhibits Marketplace. If you didn't have the chance to join the crowd in Cincinnati, start making your plans now for the next convention in Phoenix, September 18-20, 2008!

To view this year's highlights in the online photo album, just log in to the Members Section of the AMTA website, **www.amtamassage.org/member.**

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2007 National Award Recipients

Missouri Chapter
National Chapter Growth Award

North Carolina Chapter (Gregg Policari)
National Best Chapter Website Award

Indiana Chapter (Dorinda Moreau, Editor)
South Carolina Chapter (Martha Joe Ervin, Editor)
National Outstanding Newsletter Award (tie)

Washington Chapter
National Outstanding Sports Massage Team Award

Maryanne Daniel (Connecticut)
National Outstanding Sports Massage Achiever Award

Haleta Holmes (Ohio)
National Humanitarian Award

Washington Chapter
National Outstanding Government Relations Committee Achievement Award

Kathryn Stewart (Colorado)
National Government Relations Activist Award

Massage Therapy Journal Operational Committee
National Outstanding Volunteer Group Award

Jennifer Sommermann (New York)
National Meritorious Award

Laurel Freeman (Florida)
National Distinguished Service Award

Cheryl Siniakin (Pennsylvania)
National President's Award

Chapter Meritorious Recipients '07

State	Name
Alaska	Anna Remick
Arizona	Michelle Cordero
Arkansas	Xerlan Geiser
California	William Mueller
Colorado	Doris L. Hildreth
Connecticut	Kerry L. Methot
Florida	Jerry Konrad
Georgia	Jennifer Ann Green
Hawaii	Anna Goss
Idaho	Judith Kennedy Silcock
Illinois	Patricia J. Benjamin
Indiana	Dorinda Moreau
Iowa	Kathryn Schutte
Kansas	Marla Hieger
Kentucky	Katherine Cooper Warner
Louisiana	Sallye A. Raymond
Maine	Michael Regina-Whiteley
Maryland	Linda Jean Harrison
Massachusetts	Gregory S. Hurd
Michigan	Nancy J. Levitt
Minnesota	Joanie Kathleen Holst
Mississippi	Robert M. Wilkins
Missouri	Karen Lu Kowal
Montana	Deborah Kyle Forman
Nebraska	Virginia Jane Nelson
Nevada	Karen L. Sartell
New Hampshire	Marie L. Straiton
New Jersey	Lori Keith
New Mexico	Jerron Roberts
New York	Jennifer L. Sommermann
North Carolina	Gail B. Williams
North Dakota	Dianne J. Aull
Ohio	Paul A. Gudde
Oklahoma	Scott Gene Rayburn
Oregon	Michael Blackmore
Pennsylvania	Nancy Marie Porambo
Rhode Island	Jamie Joseph O'Connor
South Carolina	Carla L. Cannon
South Dakota	Patricia W. Koupal
Tennessee	W. Stephen Citty
Texas	Sylvia DeClue
Utah	Brenda Swadley
Vermont	Chris L. Widlund
Virginia	Linda B. Rhett
Washington	Tianne C. Carrigan
Washington DC	John Waring Raley
West Virginia	Joan Wysong
Wisconsin	Katherine M. O'Keeffe
Wyoming	Michael L. Siek

A Winning Strategy

By JoAnn Milivojevic

"Volunteering should be a great experience for everyone involved," says Kirk Nelson (MO), president of the AMTA Missouri Chapter. "A truly successful event allows everyone to walk away feeling like a winner."

Nelson, who runs Touchwork of Weston with his wife Julie, knows well the power of volunteering and, frankly, the fun of it too. This past summer they were asked to recruit a team of 20 professional massage therapists to provide chair massage during the Kansas City Royals' "Girl's Night Out" on July 26, 2007. This special event, held prior to a Royals/Yankees game, helped raise nearly $25,000 for the American Heart Association. Attractions included autograph sessions with players, food and wine tasting, scrapbooking and stained glass demonstrations.

"It was a blast," says Nelson. "Working these big events is marketing not just for us, but for the profession as a whole."

Of course, Nelson didn't just wing it when he assembled his team. He made sure he got solid team players. He developed a tip sheet so everyone knew what to wear, what to expect, and how to best market themselves so everyone would look professional. He also talked with each person before securing them for the event.

"It's important that expectations are understood upfront," notes Nelson. "My job is to create an environment in which both our therapists and our clients have the best opportunity for success."

And what a success it was. About 4,000 women showed up for the event at Kauffman Stadium. Not surprisingly, the chair massages were a big hit, and women clustered around the tent eagerly waiting for a soothing massage. The massage therapists gave about 300 massages during the two-hour event. "The Royals were great to work with," says Nelson, "and they did a tremendous job setting up the event."

Getting professional therapists to volunteer for this event wasn't that difficult, especially with the generous hospitality of the Royals organization. Volunteers were given many perks, including T-shirts, rhinestone studded baseball caps, and game tickets with parking and concession vouchers. But, the real benefits were the contributions to a worthy cause and the promotion of massage.

"It was a positive experience for everyone, for the people who received the massage, for the profession, for the therapists who got new business exposure, for the American Heart Association who received donations, and for the Royals who got some great PR," explains Nelson.

And as it turned out, it was an actual victory for the Royals that night. Cheered on by a full house, they beat their long-time rivals, the Yankees, 7–0. Now that's a winning strategy!

Massage therapists lend a hand during the "Girls Night Out" at the Kansas City Royals' Kauffman Stadium. The event was a hit, raising nearly $25,000 for the American Heart Association.

Help Improve Your Newsletter

You've probably noticed *Hands On*'s great new look! It's the result of the time that you took to tell AMTA what you want in your newsletter.

With all the changes, we want to make sure your newsletter is still delivering what you want to know. Please tell us how we're doing by taking the new *Hands On* reader survey.

Just go to **www.amtamassage.org/SNAPsurvey/handson2008.htm**. It's quick, it's easy and it really makes a difference!

All about Fascia

By Cynthia Piltch (MA)

On October 4–5, 2007, 10 organizations and governmental entities sponsored the First International Fascia Research Congress at Harvard Medical School in Boston.

More than 700 people attended from several countries and a broad array of professions, including basic science (anatomists, physiologists, cell biologists, organic chemists), clinical medicine (physiatrists, osteopaths, orthopedists) and numerous types of body work (massage therapists, rolfers, chiropractors, acupuncturists, movement therapists, energy workers).

WHY DID SO MANY PEOPLE COME?

This conference was the first opportunity for people from many disciplines and nations to discuss the structure and functions of fascia and its implications for various professions. Sue Mirkin, a physiotherapist and educator who came all the way from New Zealand for this conference, notes that, "Despite the somewhat daunting obstacles posed by geography, time and relative strength of our respective dollars, I experienced what could well be described as a 'moral imperative' to attend and I am very glad that I did." She saw this conference as a vehicle to help birth "integrative health science" that promotes the combination of anatomy, physiology and therapeutic modalities.

Everyone I talked to agreed the conference represented an incredibly historic event in terms of the topic and all the different disciplines that were invited.

WHY SHOULD ALL MASSAGE THERAPISTS CARE ABOUT FASCIA?

Fascia is a three-dimensional continuous matrix of structural support throughout the body with which we interact whenever we do massage. By understanding its structure and functions, we can better influence the body's healing. In the two days of jam-packed sessions, I had numerous conversations with attendees about the things they found most interesting for massage therapists.

"I have been fascinated with fascia for the last 15 years and I am a pragmatist–I like knowing what can be known about how things work, especially something I have my hands on every day, and even more especially because that thing is brought to me by someone in pain asking sincerely for my help," says Lou Benson (MA), a massage therapist and Cortiva-Boston faculty member.

Massage therapist Jennifer Twiggs (NC) says, "I'm wanting to do research on the efficacy of post-op scar tissue work in the prevention of complications and was curious about what types of research are currently being done."

Ruth Werner (UT), a massage therapist, educator and writer, says, "I love the idea of fascia–especially lumbodorsal fascia, but conceivably other structures as well–as a proprioceptive instrument, helping to distribute weight-bearing load with nearby muscles." And Tamar Myers (MA), an Aston-Patterner who is also Cortiva-Boston faculty, adds, "The most fun tidbit of research that I heard was a study showing the benefit of intermittent stress to fascia, but the detriment of continuous sustained compression–exercise is good, constant tension is bad."

CONFERENCE STRENGTHS AND LIMITATIONS

Overall, the conference was very well-organized and included a broad spectrum of professionals interested in fascia. Communication with attendees was well-managed, as was planning for the distribution of conference proceedings internationally. Moderators held speakers to allotted time and included opportunity for questions and answers.

There was also at least one opportunity for conference attendees to network in smaller groupings according to areas of interest. For example, I attended a fascinating small discussion session on fascia education that included a chiropractor, an anatomist, a movement therapist and a massage therapist.

However, despite advertisements that the scientific sessions would be conducted in basic language, virtually all the bodyworkers with whom I spoke said many of the sessions were over their heads. This was exacerbated by the fact that many moderators failed to ask the presenters to provide take-home messages and applications geared toward clinicians.

FOR MORE INFORMATION:
>> www.fascia2007.com
>> www.guimberteau-jc-md.com

Lisa Santoro (MA), a massage therapist on the Cortiva-Boston faculty, voices a common complaint: "I was disappointed that there wasn't any bodywork at all going on at the conference. I would have liked to see more massage therapists on the panels of discussion. It seemed to be all researchers, which kept the discussion in a more cerebral place with no kinesthetic representation."

Perhaps the biggest missing element of the conference was what attendee Melinda M. Cooksey called the "unifier." "I felt like we all needed a bigger, clearer framework for fascia that tied us all together as professionals for understanding the general properties of the fascial system," says Cooksey.

NEXT STEPS

The success of the First International Fascia Congress will be measured in large part by the breadth and depth of collaborative research and educational efforts among the attendees from various disciplines. Between now and the next conference–scheduled to take place in Amsterdam in 2009–all of us need to reach out to share the lessons learned and promote interdisciplinary fascial research and education. In that spirit, those of us who began to discuss fascia education at the conference hope to continue that dialogue, and potentially develop a curriculum.

I invite everyone with ideas they want to contribute to an interdisciplinary fascial education curriculum to contact me at **capiltch@aol.com.**

Focus on the Profession: Research

In this installment of our Focus on the Profession *series, we examine the role of research in the massage therapy field. The role of research in any field is to continuously redefine and improve the practice model. This is particularly important in health care professions, because the well-being of clients is at stake. In massage therapy, just like other health care fields, researchers conduct studies to determine the effects of massage and the best uses of massage therapy.*

HOW DOES RESEARCH HELP MASSAGE THERAPY?

Cultivating a body of research in massage therapy has a number of advantages. First, it can help elevate the profession and increase the credibility of massage as a therapeutic technique. Understanding research and using evidence-informed approaches can improve the practice of individual therapists.

Research can also help identify which massage techniques are safe and effective, improve the way massage is taught in schools, and eventually help build a standard of quality across the profession, providing enormous benefits for clients. For example, as more studies suggest that massage therapy can reduce stress and pain in people with cancer, more individuals gain the opportunity to supplement their care with an evidence-supported complementary approach.

Today, massage therapy is increasingly viewed as an evidence-based practice, and massage therapists are better versed in research and how to interpret it.

WHAT MAKES FOR GOOD MASSAGE THERAPY RESEARCH?

Traditionally, knowledge in the massage therapy field has come through therapists' observations and experiences. These are important insights, but are not systematic, and cannot be generalized from one person to a large group of people. In recent decades, as the entire health care community has become more evidence-based, massage therapy also has been required to demonstrate evidence-informed practices. Most research has focused on case studies and small clinical trials, but the goal is to move toward randomized, controlled trials. A randomized, controlled trial helps organize the research and makes it more scientifically valuable.

But even this has its limitations. Unlike a drug or medical device, massage therapy can't be standardized or "dosed." Each massage therapist is different, and so is each client. Besides, many agree that massage therapy *shouldn't* be standardized. Some factors—like time of day or length of massage—can be controlled, but therapists need the freedom to make adjustments during a massage to match clients' needs.

The most effective approach to obtaining sound, real-world data seems to be a balance of randomized, controlled trials and observational studies. Ideally, these smaller, descriptive studies would help form hypotheses that could then be tested in a large-scale controlled environment. In both types of studies, it's important to take into account the real-world application of massage, and allow for some degree of variation.

THE STATE OF MASSAGE THERAPY RESEARCH TODAY

A surge in funding from private and government sources, largely driven by an upswing in public perception and demand for alternative therapies, has accelerated massage therapy research in the past decade. Organizations like the Massage Therapy Foundation, which was founded by AMTA in 1990, have been instrumental in raising awareness of among researchers of existing research on the benefits of massage therapy, improving the way massage therapists understand and communicate research findings, and providing funding for new and exciting research.

Today, massage therapy is increasingly viewed as an evidence-based practice, and massage therapists are better versed in what research is and how to interpret it. Massage therapy research often is published in mainstream medical journals like the *New England Journal of Medicine*, and a number of peer-reviewed journals are dedicated solely to research on massage therapy and other complementary and alternative therapies. Massage therapy is even taught in many traditional medical schools.

As a result, a growing body of massage therapy research is available in such areas as pain, anxiety and stress, and new research is emerging on the value of massage for diabetes, heart disease, cancer pain and quality of sleep. These are all positive steps toward gaining the evidence needed to understand how massage works, but more research is needed.

For more information about the latest massage therapy research, or to find out how you can get involved, visit the Massage Therapy Foundation online at www.massagetherapyfoundation.org.

You can also get started on the basics of finding research with "Care with Confidence," by Rebecca Birr and Kathy Zeblisky, in the Winter 2007 issue of **mtj**® *(Massage Therapy Journal®)* at **www.amtamassage.org/mtj.**

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Volunteer for the National Board

AMTA is looking for members to run for election to the national Board of Directors. The office of president term is March 1, 2009 to February 29, 2012, starting with president-elect, succeeding to the presidency and then immediate past president; the vice president term is March 1, 2009 to February 28, 2011; and the member-at-large term is March 1, 2009 to February 28, 2011.

To learn more about the roles and responsibilities for these elected positions and to request a candidate application packet, contact Gail Friedman at **gfriedman@amtamassage.org**. Applications will be available starting March 1, 2008.

NATIONAL Massage Therapy AWARENESS WEEK®

NMTAW a Success

AMTA's National Massage Therapy Week® (NMTAW), October 21–27, 2007, had an effect that was felt across the nation. This collective effort involved chapters, members and schools promoting the importance of massage in at least 37 states. Governors and mayors in many states and towns declared it National Massage Therapy Awareness Week, and state legislators were educated on the value of regulation.

Events took place at wellness fairs, hospitals, coffee shops, universities and senior centers to bring massage to many who may never have tried it. Parents of hospitalized children, hospice employees and school teachers were also treated to complimentary massage in different events. And consumers were educated on the many benefits of massage as part of society's health and well-being through advertisements and articles in local newspapers and appearances on radio and TV.

AMTA President Leena Guptha was interviewed on 12 radio stations across the country on the benefits of massage and promoting *AMTA's Find a Massage Therapist*® national locator service. She also featured on a national radio service announcement that reached over 24 million listeners.

Congratulations to everyone who participated this year and made a real difference in the profession!

Board Work Continues

On its December 2007 conference call, your AMTA Board of Directors approved the volunteer workforce (national standing committees and workgroups) recommended by the Planning Committee to support the board and the association in fiscal year 08/09.

The board has directed the Planning Committee to review and suggest revisions to the volunteer workforce structure each year. This helps the association use its resources wisely, with no duplication of volunteer and staff responsibilities, and give responsibility to those who know the most about what needs to be done.

Your board also approved additional Conflict Resolution Facilitators. Currently, there are three approved volunteer facilitators who coach and counsel chapters through the communication process when conflicts arise. To make sure there are a variety of facilitators to meet chapter needs, the board approved the appointment of four more facilitators. AMTA values communication as a way to resolve disagreements. The chapter conflict resolution process provides chapters assistance with this.

A report from Janet Kahn, executive director of the Integrative Healthcare Policy Consortium (IHPC), was provided to the board. AMTA members support the IHPC through an annual contribution, and are represented on IHPC's Advisory Council on policy, strategy and action steps for the advancement of integrated health care. This is one of several key relationships that your professional association has with related organizations to help advance the profession using a collaborative approach.

And the **Votes are In**

The AMTA House of Delegates (HOD) voted on five recommendations at this year's meeting on September 27, 2007, in Cincinnati, Ohio. Three recommendations passed and two were defeated. For full meeting minutes please log in to the Members Section of the AMTA website and go to **www.amtamassage.org/member/chapters/hod2007min.html.**

Individual members can propose directions AMTA should pursue, or changes AMTA should make in the way it functions, by submitting recommendations to their chapters. If recommendations are approved by chapters, they are submitted to the House of Delegates Operations Committee by chapters or chapter delegates. After the HOD approves recommendations, they're forwarded to the AMTA Board of Directors for further consideration.

To learn how to write a recommendation or view the recommendation timeline, just log in to the House of Delegates page at **www.amtamassage.org/member/house_delegates.html.**

New Delegate **Timeline**

By Maureen Hoock (MO)

Please note that a new timeline goes into effect for delegates in 2007.

- Terms shall not exceed two consecutive elected terms.
- Delegate elected in 2007 serves 2008 (1st year).
- Delegate elected in 2008 serves in 2009 (2nd year).
- Member may not run again in 2009 nor serve in 2010.
- Member may run again in 2010 to serve in 2011.

>> If you have any questions, please contact Gail Friedman at gfriedman@amtamassage.org.

Q & A with the Massage Therapy Foundation

As a service to our members, AMTA works to bring you current information on related organizations and their progress. In the March/April 2007 issue of Hands On, *we published a Q & A with Debra Persinger, executive director of the Federation of State Massage Therapy Boards (FSMTB), and in September/October 2007, an interview with Christopher Laxton, CEO of the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB). In this issue we present our recent interview with Diana Thompson (WA), LMP, president of the Massage Therapy Foundation.* **>> www.massagetherapyfoundation.org**

Q: WHAT DOES THE MASSAGE THERAPY FOUNDATION DO?

A: Our primary activity is to grant money in two areas: to fund scientific research on massage, and to support community service organizations wishing to bring massage to people in need.

We've also developed a case report contest in support of our research literacy goal, and currently have two submission deadlines per year, one for students in the spring and one for practitioners in the fall.

We keep our eyes on the horizon of the massage therapy profession, spotting areas where we can be of service. We work hard to be poised to meet those needs.

Q: WHAT IS THE MISSION OF THE FOUNDATION?

A: The foundation advances the knowledge and practice of massage therapy by supporting scientific research, education and community service.

Created in 1990, the foundation is dedicated to bringing the benefits of massage therapy to the broadest spectrum of society. Our key goals are to promote well-designed research that reflects massage therapy as practiced, to enhance research literacy and capacity in the profession, to provide access to therapeutic massage through organizations serving people in need, and to provide information and resources on therapeutic massage and bodywork to the profession and the public.

Q: WHAT ARE SOME THINGS YOU'RE WORKING ON THIS YEAR?

A: In addition to our granting programs and contests, we're launching the massage therapy profession's first peer-reviewed, open-access electronic journal, the *International Journal of Therapeutic Massage and Bodywork: Research, Education & Practice*. The first issue will be published in summer 2008 and access to the journal will be absolutely free. This initiative will cost the foundation about $35,000 per year, and we're hoping to increase our fundraising efforts to be able to continue to offer it as a free publication.

Q: HOW IS THE FOUNDATION GOVERNED?

A: The foundation is governed by an independent, 11-member board of trustees: five professional members, four public members, one AMTA appointment and a president. This group meets four times a year, twice in Chicago and twice by phone. We have policies and bylaws that are reviewed and updated regularly, and are regulated as a 501(c)3 charitable organization. It's important to understand that all of our work is accomplished with a very small staff and a very large group of volunteer trustees and committee members.

Q: WHERE DOES THE FOUNDATION SEE ITSELF IN 10 YEARS?

A: We see ourselves as the philanthropic organization for the massage and bodywork profession, inclusive of all professional organizations, on an international scale. Currently, our research grants are provided to scientists worldwide and bring solid evidence to the profession. Our community service grants bring massage to people in need all over the world. But with a donor base of less than 250, we are not accomplishing anywhere near what we could if we were to receive donations and support from the core of the profession.

In 10 years we see thousands of donors supporting the foundation, and repeating the stories of the foundation's good deeds to clients, health care providers and bodyworkers all over the country, so that we can make a larger impact on the world. We'll steadily build an evidence-based body of knowledge, distributing the information about who massage therapists are and how we contribute to the health and well-being of our communities. Today, we are a good idea in the minds of a few, making a real difference on a small scale. It's time we share our stories broadly and gain the support of a larger audience, so we can make a difference on a larger scale.

Q: HOW CAN MASSAGE THERAPISTS GET INVOLVED IN THE FOUNDATION?

A: Donate. Donate your money, your time and your attention. Become research literate and strive to be a better practitioner. Don't be afraid of increasing your knowledge. Create fundraising opportunities to raise awareness about the foundation, and donate the funds raised to the foundation.

Thompson on the **Foundation & Fascia**

By Cynthia Piltch (MA)

The Massage Therapy Foundation was co-sponsor of the First International Fascia Congress at Harvard Medical School in Boston, October 4–5, 2007. Diana Thompson, foundation president, takes time here to share her views on the experience with me.

The foundation co-sponsored the congress because it was an ideal support to our mission. Research conferences are an excellent vehicle for educating massage practitioners. Information on fascia is integral to the practice of massage.

There were several things discussed at the congress that could impact how schools treat certain subjects, such as the fact that fascial cells are not round or balloon-shaped, but have a cytoskeleton and change shape based on the stress or tension applied, or that touch should be dynamic, which enhances soft tissue restoration, rather than static, which can stimulate tissue degradation.

Knowing that the conference was basic-science-heavy, we hoped that practitioners and researchers would come together and influence the next phase of fascia research with clinical questions in mind, and that massage therapists will increasingly want to know what is happening under the skin as our hands influence the tissue.

I hope that [at the next planned conference] in 2009, each scientist presenting data will take five minutes to reflect on the clinical implications of the research, and that clinical research will have equal time in plenary sessions.

MASSAGE THERAPY FOUNDATION

FOUNDATION NEWS

FOUNDATION FUNDRAISING SUCCESS AT AMTA NATIONAL CONVENTION

The Massage Therapy Foundation thanks everyone who helped "Shape the Future" at the AMTA National Convention this past September in Cincinnati. More than $54,000 was raised onsite at convention this year.

• AMTA chapters contributed over $16,000 to the Dollar-Per-Member campaign at the Chapter Presidents Council meeting.

• Convention attendees stopped by the foundation's booth and made personal donations and purchased raffle tickets, raising over $6,000.

• Massage Warehouse once again organized its "Sanctuary" event, which brought in more than $4,600—all donated to the foundation. Event partners who helped make this a success include Soothing Touch, Hygenic/Performance Health, *Massage Today*, *Massage Magazine*, TH Stone/SabaiSpa, Bon Vital, Unique Skincare and Sealand Therapies.

• A beautiful hand-made quilt was auctioned off at the foundation's annual appreciation reception, with the winning bidder paying $350. The foundation thanks Ruth Werner (UT) who made and donated the quilt.

• Almost 100 people attended the post-convention workshop, *Advanced Muscle Energy Techniques,* taught by Leon Chaitow, DO, ND. All workshop proceeds, which came to almost $27,000, were donated to the foundation.

These donations will help promote collaborative research, deepen the understanding of massage therapy and bring massage to people in need.

UPCOMING FOUNDATION DEADLINES

The 2008 Student Case Report Contest submission deadline is **March 1, 2008.**
The 2008 Research Grant submission deadline is **March 1, 2008**.
The 2008 Community Service Grant submission deadline is **April 1, 2008.**

AMTA President Leena S. Guptha (PA) presents Massage Therapy Foundation President Diana L. Thompson (WA) with a ceremonial check for AMTA's annual financial support of the foundation.

>> Visit www.massagetherapyfoundation.org for more information.

RESEARCH NEWS

NEW GUIDELINES ON LUNG CANCER TREATMENT INCLUDE MASSAGE THERAPY

Alberts W. "Supplement on the American College of Chest Physician's Guidelines on the Diagnosis and Management of Lung Cancer." *Chest.* 2007 Sep;132(3):1S–19S.

This article, posted on WebMD, reports that as part of new guidelines for treating lung cancer patients, the American College of Chest Physicians (ACCP) recommends massage therapy as an effective complementary therapy. The guidelines support the use of massage for lung cancer patients experiencing anxiety, mood disturbances or chronic pain.

MASSAGE THERAPY FOR CARDIAC SURGERY PATIENTS

Anderson PG, Cutshall SM. "Massage Therapy: A Comfort Intervention for Cardiac Surgery Patients." *Clinical Nurse Specialist.* 2007 May/Jun;21(3):161–165.

This article provides an overview of the benefits of massage in the reduction of pain, anxiety and tension in cardiac surgical patients.

>> To view these articles, visit www.massagetherapyfoundation.org/independentresearcharticles.html.

Correction

In the article "Focus on the Profession: Licensure" on page 8 of the Nov • Dec 2007 issue, the second paragraph under "What Makes a Good Licensing Law?" should have read as follows:

AMTA supports licensure that requires passing an examination that has met national accreditation standards and is administered by a recognized body that is independent of the education provider. The state's massage therapy regulatory board should also have powers and duties that are consistent with the regulation of other health care professions in the state.

Hands On regrets the error.

Calendar **2008**

January 24–26
AMTA Council of Schools Leadership Conference and Annual Meeting
Savannah, Georgia
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

March 8
AMTA Board of Directors Meeting and World Café Discussion
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 7
AMTA Board of Directors Meeting
Louisville, Kentucky
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 10–13
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 15–16
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 18–20
AMTA National Convention
Phoenix, Arizona
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

UPCOMING DEADLINES
February 14, 2008—May/Jun 2008
April 14, 2008—Jul/Aug 2008

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:
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Election Changes

By Bob Andersen (WA)

IN 2005, THE AMTA BOARD OF DIRECTORS DIRECTED A WORKGROUP TO EVALUATE AND SUGGEST IMPROVEMENTS TO CANDIDATE RECRUITMENT AND PROCESSES FOR AMTA NATIONAL ELECTIONS. IN MAY 2007, THE BOARD APPROVED CHANGES TO THE ELECTION PROCESSES, WHICH WILL BE IMPLEMENTED DURING THE ELECTION CYCLE BEGINNING MARCH 2008.

The workgroup gathered input from members by surveys, calls for comment and interviews with current and past national and chapter volunteers. Information was also gathered on the candidate recruitment and credentialing processes of several other nonprofit organizations.

KEY IMPROVEMENTS TO TAKE EFFECT IN 2008 ARE:

CONCEPT: Revise AMTA's candidate recruitment application process.
IMPROVEMENT: Candidates' information may be put online beginning March 1 and ending August 15. Members will have access to candidate information online within five business days of Commission on Candidacy verification.

CONCEPT: Create educational materials that advise candidates of the legal and financial accountability of board members, to support a strong and knowledgeable leadership team.
IMPROVEMENT: Candidates will be required to complete a series of online courses and demonstrate an understanding of key nonprofit and AMTA principles, before being placed on the ballot.

CONCEPT: Develop the role of the Commission on Candidacy to energize the candidate recruitment and election process and stimulate member participation.
IMPROVEMENT: Commission on Candidacy members will have two-year terms, staggered to ensure continuity. This shift focuses the commission's work on serving and educating candidates.

And in 2008, for the first time, you'll be able to vote for the board online. All members with e-mail addresses on file with AMTA will be sent instructions for online voting before the elections. In 2008, all Professional members will also be sent a paper ballot, which will contain instructions for online voting. Processes will be in place to avoid duplicate voting. This hybrid system is designed to ensure a smooth transition to all-online voting, scheduled to begin in 2009.

If you have concerns or questions, contact Bob Andersen, Election Operational Committee chair at **bobalou52@comcast.net,** or Gail Friedman, governance program manager, at **gfriedman@amtamassage.org.**

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